

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-04 H-02 INR-07

L-03 NSAE-00 NSC-05 PA-02 PRS-01 SP-02 SS-15

USIA-15 AID-05 CEA-01 COME-00 EB-08 FRB-01 STR-04

TRSE-00 LAB-04 SIL-01 OMB-01 /094 W

-----012113Z 118059 /44

R 311810Z MAR 77

FM USMISSION EC BRUSSELS

TO SECSTATE WASHDC 3432

INFO ALL EC CAPS

UNCLAS EC BRUSSELS 03212

E.O. 11652:N/A

TAGS:EEC,PINT

SUBJECT: PUBLICITY FOR DIRECT ELECTIONS TO THE EUROPEAN PARLIAMENT

1.TWO EVENTS THIS WEEK,ONE IN BRUSSELS,THE OTHER IN ROME,

HELPED FOCUS PRESS ATTENTION ON THE FIRST ELECTION OF THE  
EUROPEAN PARLIAMENT BY DIRECT UNIVERSAL SUFFRAGE TRAGETTED  
FOR MAY-JUNE, 1978:

A.IN BRUSSELS MARCH 30 THE ASSOCIATION OF EUROPEAN  
JOURNALISTS ISSUED AN "APPEAL OF THE THOUSAND" (IE.,ON  
BEHALF OF THE ASSOCIATION'S 1000 MEMBERS IN THE NINE EC  
COUNTRIES),EMPHASIZING TO THE EUROPEAN PUBLIC THE IMPORTANCE  
OF THE COMING ELECTION INPROVIDING A CHANCE TO HELP SHAPE  
"AND INCREASINGLY DEMOCRATIC AND JUST SOCIETY" IN WESTERN  
EUROPE.THE "APPEAL" CALLS ON PUBLIC OPINION AND "ALL  
SOCIAL,ECONOMIC,AND POLITICAL FORCES" IN EC MEMBER  
COUNTRIES TO WORK TO INSURE THAT THE 1978 ELECTION IS HELD  
AS SCHEDULED.

B.IN ROME EC COMMISSIONER NATALI PRESENTED TO  
THE EUROPEAN PARLIAMENT'S POLITICAL COMMITTEE THE  
OUTLINES OF THE COMMISSION'S PLANS FOR PUBLICIZING  
THE DIRECT ELECTION DURING THE REMAING MONTHS OF  
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1977.NATALI POINTED OUT THAT THE COMMISSION HAS  
BEEN ALLOTTED 1 MILLION UNITS OF ACCOUNT (UA.FOR  
THIS PURPOSE IN ADDITION,TO ITS NORMAL INFORMATION  
BUDGET (ABOUT 6.5 MILLION U.A. FOR 1977).THE  
COMMISSION,WHICH WILL DOVETAIL ITS ACTIVITIES WITH  
THOSE OF THE EUROPEAN PARLIAMENT (THE PARLIAMENT HAS  
ALLOCATED 3 MILLION U.A.FOR PUBLICIZING THE DIRECT

ELECTION), WILL USE ABOUT 65 PERCENT OF ITS NORMAL INFORMATION BUDGET THIS YEAR TO PROVIDE INFORMATION ABOUT THE COMING ELECTION AT THE POPULAR LEVEL -- THROUGH BROCHURES, POSTERS, EXHIBITIONS, RADION AND TELEVISION -- AND WILL USE THE SPECIAL ALLOCATION OF 1 MILLION U.A. TO CONCENTRATE ON SPECIFIC TARGET GROUPS (E.G. LABOR, YOUTH, FARMERS, CONSUMERS AND WOMEN'S ORGANIZATIONS) WHICH THE COMMISSION HOPES WILL HELP SPREAD THE WORD TO THE BROADER PUBLIC IN THE MEMBER STATES. UNDER ITS ELITE TARGETS PROGRAM, THE COMMISSION WILL CONDUCT SEMINARS AND PREPARE INFORMATION PACKETS AND AUDIO-VISUAL MATERIAL WHICH CAN BE USED BY MEMBERS OF THESE GROUPS IN DISCUSSING THE SIGNIFICANCE OF THE EUROPEAN PARLIAMENT AND THE DIRECT ELECTION. NATALI NOTED THAT THE COMMISSION WILL NEED MUCH GREATER FUNDS FOR USE IN THE EARLY MONTHS OF 1978 JUST BEFORE THE ELECTION FOR INFORMATION PROGRAMS PITCHED DIRECTLY AT THE VOTERS IN THE NINE COUNTRIES. THE COMMISSIONER EMPHASIZED THAT THE COMMISSION'S PROGRAMS WILL BE PURELY FACTURAL AND NON- PARTISAN. NOGMINTON

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## Message Attributes

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**Review Markings:**  
Margaret P. Grafeld  
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